II. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for identifying a solution to improve a business value of a company in an industry, comprising the steps of:

identifying operational metrics for the industry;

assembling a set of solutions for the industry;

assessing impacts of the solutions on the operational metrics for the industry;

after assessing, then comparing a current operational performance of the company to an operational performance of another company within the industry to expose performance gaps; and

identifying a solution based upon the impacts to address the exposed performance gaps.

2. (Original) The method of claim 1, wherein the identifying step comprises the step of generating a value proposition by identifying a solution based upon the impacts to address the exposed performance gaps.

3. (Original) The method of claim 1, wherein the identified solution improves a business value of the company.

4. (Original) The method of claim 1, wherein the operational metrics relate to viability of a company in the industry.

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5. (Cancelled).

6. (Currently Amended) A method for generating a value proposition for a company in an industry, comprising the steps of:

identifying operational metrics for the industry;

assembling a set of solutions for the industry;

assessing impacts of the solutions on the operational metrics for the industry;

after assessing, then comparing a current operational performance of the company to an average operational performance of companies within the industry to expose performance gaps; and

generating a value proposition by identifying a solution based upon the gaps and the impacts.

7. (Original) The method of claim 6, wherein the identified solution improves a business value of the company.

8. (Original) The method of claim 6, wherein the operational metrics relate to viability of a company in the industry.

9. (Cancelled).

10. (Currently Amended) A method for generating a value proposition for a company in an industry, comprising the steps of:

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identifying operational metrics for the industry;

assembling a set of solutions for the industry;

assessing impacts of the solutions on the operational metrics for the industry;

after assessing, then comparing a current operational performance of the company to an average operational performance of companies within the industry to expose performance gaps, after the assessing step; and

generating a value proposition by identifying a solution based upon the gaps and the impacts that improves a business value of the company.

11. (Currently Amended) A system for generating a value proposition for a company in an industry, comprising:

an information system for receiving operational metrics and a set of solutions for the industry;

an assessment system for assessing impacts of the solutions on the operational metrics for the industry;

a comparison system for comparing, after the assessing, an operational performance of the company to an operational performance of another company within the industry to expose performance gaps; and

a generation system for generating a value proposition by identifying a solution based upon the impacts to address the exposed performance gaps.

12. (Original) The system of claim 11, wherein the identified solution improves a business value of the company.

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13. (Original) The system of claim 11, wherein the operational metrics relate to viability of a company in the industry.

14. (Original) The system of claim 11, wherein the information system further receives operational performance data of the company and average operational performance data of the companies within the industry.

15. (Currently Amended) A system for generating a value proposition for a company in an industry, comprising:

an information system for receiving operational metrics, a set of solutions for the industry, operational performance data of the company, and average operational performance data of companies within the industry;

an assessment system for assessing impacts of the solutions on the operational metrics for the industry;

a comparison system for comparing, after the assessing, an operational performance of the company to an average operational performance of the companies within the industry to expose performance gaps; and

a generation system for generating a value proposition by identifying a solution based upon the impacts to address the exposed performance gaps.

16. (Original) The system of claim 15, wherein the identified solution improves a business value of the company.

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17. (Original) The system of claim 15, wherein the operational metrics relate to viability of a company in the industry.

18. (Currently Amended) A program product stored on a recordable medium for generating a value proposition for a company in an industry, which when executed, comprises:

    program code configured to receive operational metrics and a set of solutions for the industry;

    program code configured to assess impacts of each solution on the operational metrics for the industry;

    program code configured to, after assessing, compare a current operational performance of the company to an operational performance of another company within the industry to expose performance gaps; and

    program code configured to generate a value proposition by identifying a solution based upon the gaps and the impacts.

19. (Original) The program product of claim 18, wherein the identified solution improves a business value of the company.

20. (Original) The program product of claim 18, wherein the operational metrics relate to viability of a company in the industry.

21. (Original) The program product of claim 18, wherein the information system further receives operational performance data of the company and average operational performance data of the companies within the industry.

22. (Currently Amended) A program product stored on a recordable medium for generating a value proposition for a company in an industry, which when executed, comprises:

program code configured to receive operational metrics, a set of solutions for the industry, operational performance data of the company, and average operational performance data of companies within the industry;

program code configured to determine impacts of the solutions on the operational metrics for the industry;

program code configured to, after determining, compare an operational performance of the company to an average operational performance of the companies within the industry to expose performance gaps; and

program code configured to generate a value proposition by identifying a solution based upon the impacts to address the exposed performance gaps.

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